

REMARKS

Claims 1-4, 6-14, 17-20, 22, 25-27 and 34-52 are pending in this application. For purposes of expedition, claims 1, 6, 7 and 9 have been amended to further establish the relationship between an interactive screen and an AV screen embedded in the interactive screen, as shown in FIG. 2, for purposes of clarity and brevity that are unrelated to patentability and prior art rejections in accordance with current Office policy, to clearly define Applicants' disclosed invention and to assist the Examiner to expedite compact prosecution of the instant application.

Claims 1-4, 6-14, 17-18, 20, 22, 25-27, 34-49 and 51-52 have been rejected under 35 U.S.C. §103(a) as being unpatentable over Lamkin et al., U.S. Patent Application Publication No. 2002-00880011 A1, in view of Berstis et al., U.S. Patent No. 6,510,458 for reasons stated on pages 2-15 of the final Office Action (Paper No. 20061014). In support of the rejection of base claims 1, 9, 17, 25 and 50-52, the Examiner asserts that Lamkin '011, as a primary reference, discloses:

“a DVD storing AV data, including HTML documents in directories to reproduce said AV data in an interactive mode (a DVD video content and HTML content with extra information regarding said video encoded on said DVD, playable via computer connected to the Internet) (Lamkin Abstract, paragraph [0035], [0039], [0066], [0068]).”

The Examiner then admits that Lamkin '011 does **not** disclose or provide display of information according to a "set parental level". Nevertheless, the Examiner further cites column 12, lines 5-10, lines 13-18; column 13, lines 15-20, 25-46, 54-59; column 18, lines 44-48; FIGs. 6-9 of Berstis '458, as a secondary reference, for allegedly disclosing this feature.

However, this rejection is respectfully traversed. Applicants respectfully submit that features of Applicants' claims 1-4, 6-14, 17-18, 20, 22, 25-27, 34-49 and 51-52 are **not** taught or suggested by Lamkin '011 and Berstis '458, whether taken individually or in combination with any other references of record. Therefore, Applicants respectfully request the Examiner to reconsider and withdraw this rejection for the following reasons.

As previously discussed, there is **no** distinction in either Lamkin '011 or Berstis '458 of any reproduction of AV data and markup documents in an interactive mode in which markup documents are presented on an interactive screen and AV data is presented on an AV screen

embedded in the interactive screen for presentation, nor any user ability to interact with the markup documents on an interactive screen in a reproducing apparatus (i.e., DVD player), as shown in FIG. 1, as defined in claims 1, 6-7, 9, 14, 17-18, 20, 25, 28, 32-36, and 50-52. Moreover, there is **no** disclosure or suggestion from either Lamkin '011 or Berstis '458, whether taken individually or in combination, of Applicants' claimed data recorded on a data storage medium to be reproduced, via a reproduction apparatus in an interactive mode, in which interactive content is controlled, via parental setting information, in the manner defined generally by Applicants' claims 1-4, 6-14, 17-18, 20, 22, 25-27, 34-49 and 51-52.

As a primary reference, Lamkin '011 discloses a system for providing enhanced DVD content for play at a client device (**host PC**) 208, as shown in FIG. 2, across multiple playback platforms, ranging from computers (such as Windows and Macintosh) to Internet-connected set-top devices. ROM/HTML content 202 and DVD-video content 206 are recorded on the DVD disc 204 which is inserted into a client device (host PC) 208 that contains Browser/Presentation software 210 (such as Netscape Navigator or some other forms of engine commonly available on host PCs). A typical client device 208 is shown in FIG. 1, including a CPU 110, RAM 114, ROM 116, I/O adapter 118 for connecting to a disk storage unit 120 (i.e., DVD playback device), interface adapter 122, display device 136 for connecting to a display unit 138, and communication adapter 134 for connecting to the Internet.

The Browser/Presentation software 210 is then activated, upon instruction from a user, to search the Internet to find supplemental information related to the DVD content 202, 206 and incorporate the supplemental information into the DVD content 202, 206 to create an Internet enhanced DVD experience 214. According to Lamkin '011, an InterActual Technologies Cross Platform ("ITX") specification is utilized to allow multiple playback platforms to seamlessly combine the Internet and/or other DVD-ROM capabilities with DVD-video to create a richer, more interactive, and personalized entertainment experience for customers.

The purpose of Lamkin's invention, as described on paragraph [0018], is to address the need for a system to easily and efficiently update content provided on a DVD-disk in a host PC, via a network such as the Internet. Previously, the content is fixed once the DVD-disk is manufactured, and the content that the user can access from the DVD-disk is limited to the content provided when the disk is manufactured. In order to update the content, a new disk must be created and delivered to the user which can be expensive and inconvenient. On paragraph [0039], Lamkin '001 describes that "a preferred embodiment ... utilizes Hypertext

Markup Language (HTML) to implement documents on the Internet together with a general-purpose secure communication protocol for a transport medium." As a result, HTML update must be accessed on-line, as shown in FIG. 3, and the content of the DVD-disk can be updated, as shown in FIG. 2A.

Again, there is **no** disclosure in Lamkin '011 of any reproduction of audio/visual (AV) data and markup documents in an interactive mode in which AV data corresponding to the markup document is embedded in the markup document for presentation in a reproducing apparatus (e.g., DVD player), and any interaction between the markup document on an interactive screen, AV data on an AV screen embedded in the interactive screen, and the user selection in the manner defined in Applicants' claims 1-4, 6-14, 17-18, 20, 22, 25-27, 34-49 and 51-5228.

As a secondary reference, Berstis '458 does **not** remedy the noted deficiencies of Lamkin '011 in order to arrive at Applicants' claims 1-4, 6-14, 17-18, 20, 22, 25-27, 34-49 and 51-52. This is because Berstis '458 only discloses a Web-based filter system in a Web browser (such as, Microsoft Internet Explorer application) installed at a computer system in which a user can set preference parameters to filter web page contents, such as XXX-rated materials available on the Internet.

However, such a Web-based filter system is well-known, and only suggests that the Web browser (such as, Microsoft Internet Explorer application) be equipped to allow users to filter undesirable materials, via the Internet. Berstis '458 does **not** teach or suggest Applicants' parental rating information as utilized is part of the markup documents.

As a result, even if Berstis '458 were to be incorporated into the system of Lamkin '011 for providing enhanced DVD content for play at a client device 208, as shown in FIG. 2, across multiple playback platforms, ranging from computers (such as Windows and Macintosh) to Internet-connected set-top devices, the proposed incorporation will result in a host personal computer (PC) utilizing a Web browser (such as, Microsoft Internet Explorer) equipped to allow users to filter un-desirable materials, i.e., XXX-rated web page contents, from the Internet. As shown in FIG. 4 of Berstis '458, the rating system can be set at different levels, level 0 to level 4, to block different types of information, such as violence, nudity, sex and obscene language, from the Internet. According to Berstis '458, the rating system resides in a Web browser, whereas in Applicants' claims 1-4, 6-14, 17-18, 20, 22, 25-27, 34-49 and 51-52, Applicants' parental rating information is integrated and incorporated as part of the markup documents stored in a storage

medium, so that upon reproduction of such a storage medium in a reproduction apparatus, a user can easily set or select different parental levels. In view of such distinctions, even if Berstis '458 were to be incorporated into the system of Lamkin '011, the proposed combination still does **not** arrive at Applicants' claims 1, 6-7, 9, 14, 17-18, 20, 25, 28, 32-36, and 50-52.

Nonetheless, on pages 15-16 of the final Office Action, the Examiner asserts that the "DVD generally interacts with a DVD type recorder/player (either stand alone, or as part of a computer system). A user typically interacts with a DVD via buttons and/or an input device such as a mouse and keyboard." In addition, the Examiner asserts that,

"Lamkin does teach said distinction [between a markup document and AV data] via disclosure of DVD video content and HTML content (i.e., Web page). It is at least well known that a user generally interacts with a DVD via button controls, and/or via mouse and keyboard. In addition, Berstis teaches specifying which sites (HTML pages) a user is allowed to see, based on a selected parental level."

While the Examiner's assertions are well taken, Applicants' contentions are, however, that neither Lamkin '011 nor Berstis '458 discloses or suggests, any reproduction of audio/visual (AV) data and markup documents from a data storage medium in an interactive mode in which AV data corresponding to the markup document is embedded in the markup document for presentation in a reproducing apparatus (such as a DVD player), and any interaction between the markup document on an interactive screen, AV data on an AV screen embedded in the interactive screen, and the user selection, as per parental level set to control access to the interactive content on the data storage medium in the manner defined in Applicants' claims 1-4, 6-14, 17-18, 20, 22, 25-27, 34-49 and 51-52. As previously discussed, both Lamkin '011 and Berstis '458 relate to a host personal computer (PC) which utilizes a Web browser to update content provided on a DVD-disk, via the Internet (see Lamkin '011) or to restrict access to undesirable materials, i.e., XXX-rated web page contents, from the Internet (see Berstis '458). Neither Lamkin '011 nor Berstis '458 relates to a stand-alone reproducing apparatus as defined in Applicants' claims 1-4, 6-14, 17-18, 20, 22, 25-27, 34-49 and 51-52.

In order to establish a *prima facie* case of obviousness under 35 U.S.C. §103, the Examiner must show that the prior art reference (or references when combined) must teach or suggest all the claim limitations, and that there must be some suggestion or motivation, either in the references themselves or in the knowledge generally available to one of ordinary skill in the art, to modify the reference or to combine reference teachings, provided with a reasonable

expectation of success, in order to arrive at the Applicants' claimed invention. The requisite motivation must stem from some teaching or suggestion to make the claimed combination must be found in the prior art, and **not** based on Applicants' disclosure. In re Vaeck, 947 F.2d 488, 20 USPQ2d 1438 (Fed. Cir. 1991). See MPEP 2143. Moreover, "obviousness cannot be established by combining the teachings of the prior art to produce the claimed invention, absent some teaching, suggestion or incentive supporting the combination." ACS Hospital System, Inc v. Montefiore Hospital, 732 F.2d 1572, 1577, 221 USPQ 929, 933 (Fed. Cir. 1984). The Examiner must point to something in the prior art that suggests in some way a modification of a particular reference or a combination of references in order to arrive at Applicants' claimed invention. Absent such a showing, the Examiner has improperly used Applicants' disclosure as an instruction book on how to reconstruct to the prior art to arrive at Applicants' claimed invention. Furthermore, any deficiencies in the cited references cannot be remedied with conclusions about what is "basic knowledge" or "common knowledge". See In re Lee, 61 USPQ 2d 1430 (Fed. Cir. 2002).

In the present situation, both Lamkin '011 and Berstis '458 fail to disclose and suggest features of Applicants' claims 1, 6-7, 9, 14, 17-18, 20, 25, 28, 32-36, and 50-52. Therefore, Applicants respectfully request that the rejection of these claims be withdrawn.

Lastly, claims 19 and 50 have been rejected under 35 U.S.C. §103(a) as being unpatentable over Lamkin et al., U.S. Patent Application Publication No. 2002-00880011 A1, in view of Berstis et al., U.S. Patent No. 6,510,458, in further view of Kenner et al., U.S. Patent No. 6,421,726 for reasons stated on pages 16-17 of the Office Action. As previously discussed, base claim 50, as amended, defines a method to reproduce data recorded on a data storage medium using a reproduction apparatus in an interactive mode, comprising:

- "selecting the interactive mode;
- reading data recorded on the data storage medium in the interactive mode, including mark-up documents and audio/visual (AV) data that are linked and embedded in the mark-up documents;
- identifying a parental level set by a user;
- identifying the parental level written in a mark-up document designated as a start-up document;
- comparing the parental level recorded in the mark-up document with the parental level set by the user;
- reproducing the AV data in the interactive mode using the mark-up document with a warning message indicating that the interactive content corresponding to the AV data cannot be displayed when the parental level written in the start-up document is less than the parental level set by the user; and

reproducing the AV data in the interactive mode using the mark-up document comprising the interactive content to the AV data when the parental level written in the start-up document is higher than the parental level set by the user."

None of the cited prior art references, including Lamkin '011, Berstis '458, and Kenner '726 discloses, whether individually or in combination, any of these specific steps. As a secondary reference, Berstis '458 simply discloses a Web-based filter system in a Web browser (such as an Internet Explorer application) in which a user can set preference parameters to filter web page contents. In contrast, Kenner '726 simply discloses a completely different data delivery scheme to enable content providers to dynamically locate delivery sites at optimum network locations and allow users to select optimum sites from which to receive data. No where in these references is there any specific step used to allow data recorded on a data storage medium to be reproduced, via a reproduction apparatus in an interactive mode, in which interactive content is controlled, via parental setting information, in the manner defined by Applicants' base claim 50. In view of these significant differences and the foregoing explanations, Applicants trust that the rejection of claims 19 and 50 be withdrawn.

Lastly, dependent claim 31 has been rejected under 35 U.S.C. §103(a) as being unpatentable over Lamkin et al., U.S. Patent Application Publication No. 2002-00880011 A1, in view of Berstis et al., U.S. Patent No. 6,510,458 for reasons stated on pages 17-18 of the Office Action. Since this rejection is predicated upon the correctness of the rejection of its base claim 28, Applicants respectfully traverse the rejection primarily for the same reasons discussed.

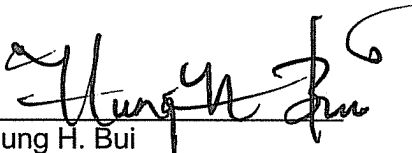
In view of the foregoing amendments, arguments and remarks, all claims are deemed to be allowable and this application is believed to be in condition to be passed to issue. Should any questions remain unresolved, the Examiner is requested to telephone Applicants' attorney at the Washington DC office at (202) 216-9505 ext. 232.

To the extent necessary, Applicants petition for an extension of time under 37 CFR §1.136. If there are any additional fees associated with filing of this Amendment, please charge the same to our Deposit Account No. 503333.

Respectfully submitted,

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